



**Planning Staff Report to  
Greenville Planning Commission  
August 12, 2022  
for the August 18, 2022 Public Hearing**

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<b>Docket Number:</b>	<b>Z-12-2022</b>
<b>Applicant:</b>	SCAP Ware, LLC
<b>Property Owner:</b>	SCAP Ware, LLC; NV, LLC
<b>Property Location:</b>	N. CALHOUN STREET, S. ACADEMY STREET, WARE STREET, AND MCCALL STREET
<b>Tax Map Number(s):</b>	0079000202800, 0079000202700, 0079000202600, 0079000202501, 0079000202500, 0079000201900, 0079000201400, 0079000201401, 0079000101500
<b>Acreage:</b>	2.64
<b>Future Land Use:</b>	Urban Residential and Areas Suitable for Missing Middle Housing
<b>Existing Zoning:</b>	RDV, Redevelopment District, and RM-2, Single- & Multi-Family Residential District
<b>Proposed Zoning:</b>	C-4, Central Business District
<b>Adjacent Zoning:</b>	<b>N:</b> RM-1, Single- & Multi-Family Residential District, and RM-2, Single- and Multi-Family Residential District <b>E:</b> C-2, Local Commercial District <b>S:</b> RM-2, Single- & Multi-Family Residential District <b>W:</b> RDV, Redevelopment District
<b>Special Emphasis District:</b>	Located within the West End Special Emphasis Boundary
<b>Staff Recommendation:</b>	<b>Recommend Approval to City Council for Rezone</b>

**Applicable Sections of the City of Greenville Code of Ordinances:**

Sec. 2-372 *Function, Powers, and Duties of the Planning Commission*

Sec. 19-1.3 *Purpose and Intent*

Sec.19-2.1.2 (A) (2) (b) *Zoning District Map Amendments (Rezoning)*

Sec.19-2.3.2 (E) (2) *Amendments to Zoning District Map*

Sec.19-3.2 *District Descriptions*

**Introduction:**

The applicant has submitted a request for rezoning of property from RDV and RM-2 to C-4, central business district. The scope of this staff report is limited to the C-4 rezoning request and contains no project-specific analysis or comments, per the requirements of the Land Management Ordinance. If approved, the land uses, dimensional standards, and review procedures of the C-4 district would apply.

**Project Overview:**

The applicant, SCAP Ware LLC, seeks to rezone nine parcels totaling approximately 2.64 acres located along South Academy Street between North Calhoun Street and McCall Street from RDV, Redevelopment district, and RM-2, Single- and multi-family residential district, to C-4, Central business district. Rezoning to C-4 is requested to allow for mixed-uses and increased residential density than the current 20 units/acre permitted under RDV and RM-2.

The applicant has stated his intention to redevelop this site into a mixed-use project with commercial, retail, and residential uses. Preliminary development plans shown to staff and the neighborhood showed two five-story buildings along South Academy Street. The larger development scheme includes property owned by Greenville Housing Fund. The developer has stated the intent to provide some multifamily units at affordable rates. Subsequent to the rezoning, the applicant intends to consolidate several properties, currently owned by itself and the former dialysis center, into a single, recombined parcel. This latter request would occur under a separate application for a recombination plat.

**Procedural Requirements:**

***Pre-Application Meeting***

The applicant held a pre-application meeting on March 11, 2022 with City Planning. Discussions centered around future development plans and requirements of DRB-Urban Panel review pending approval of the C-4 rezoning.

***Neighborhood Meeting***

The applicant held a neighborhood meeting on July 12, 2022, after sending the required mailed notice. A list of meeting attendees and meeting summaries provided by the applicant are included with the Planning Commission packet.

**Site History:**

A portion of the subject property was recently included in an application for a rezoning to PD, Planned development district. The "Mosaic" project, which proposed a mix of commercial uses and 133 residential units on 4.51 acres, was recommended for approval by the Planning Commission at its May 2021 meeting. At the first reading at City Council on July 12, 2021, the application was postponed with guidance that the applicant further review the scale, design, affordable housing component, tree protection, and other elements. The developer subsequently withdrew his application in order to meet with the neighborhood and refine the project.

Since withdrawing the original PD application, the developer has met with Planning staff to consider modified development proposals. The applicant held three design meetings with the neighborhood separate from the required neighborhood meeting. The applicant has since acquired the former dialysis center property at 605 S. Academy Street, which is included with the current rezoning application.

Staff notes that the previous PD submittal and any contemplated development plans have not been reviewed as part of the current rezoning request to C-4.

**Staff Analysis:**

The parcels are currently zoned RDV and RM-2, both of which allow for up to 20 units/acre. RDV allows for limited commercial uses. The C-4 district does not regulate height and density; rather any proposed development projects must receive a Certificate of Appropriateness and demonstrate compliance with the

Downtown Design Guidelines. The subject area proposed for rezoning is bounded by RM-1, RM-2, RDV, and C-2.

The C-4 district, according to the Land Management Ordinance, is intended to preserve downtown Greenville as the city's center accommodating a unique, high-intensity mix of office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential uses. The intent of the district is to preserve and encourage pedestrian-oriented development, including specialty and neighborhood-oriented retail and higher density residential options. District uses and standards are also intended to encourage future development in a manner compatible with the existing and historic built-environmental and with nearby residential areas.

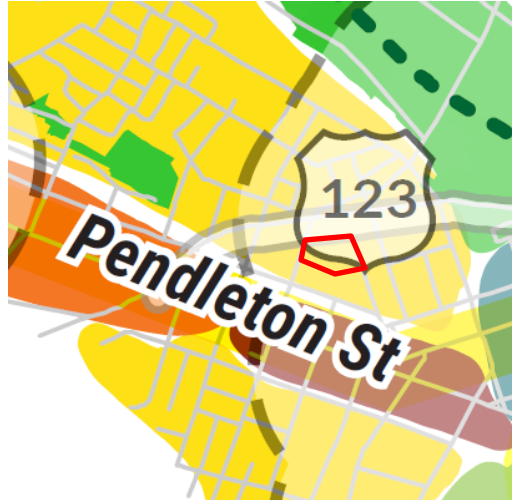
Although the applicant has shared plans for future redevelopment of the site, these proposals have not been considered as part of this staff report. Staff's review and recommendation has focused on the appropriateness of the C-4 district in relation to the site's proximity to downtown, the current built environment, the adopted comprehensive plan and small area plan, and appropriate planning principles. Approval of the C-4 rezoning request does not guarantee future development consistent with previously presented plans or renderings, as the project's design would be considered at a later date by the Design Review Board (DRB) – Urban Panel.

Staff offers the following responses to the standards for rezoning found in Section 19-2.3.2(E)(2), *Amendments to the Zoning District Map*, based on the information submitted by the applicant and the information provided previously in this report.

1. Consistent with the Comprehensive Plan: The Future Land Use Map (FLUM) associated with the GVL2040 Comprehensive Plan designates the subject area for rezone as '*Urban Residential*' for properties within West Greenville. The plan also notes the area as "*Areas Suitable for Missing Middle Housing*."

The plan states the *Urban Residential* classification is associated as a mixture of low-density and medium-density housing types, including multi-family units, townhomes, single-family detached, and single-family attached dwellings. Urban Residential neighborhoods are close in proximity to the downtown area and pockets east of Laurens Road. This classification allows for a density of 10-20 units per acre and is intended to allow compact development within Greenville's historic and traditional neighborhoods with smaller lots and walkable streets. Complementary uses customarily found in residential districts, such as community recreation facilities, places of worship, and schools, may be allowed.

The plan further states *Areas Suitable for Missing Middle Housing* classification is suitable for a variety of housing types as identified in the Missing Middle Housing Study for Greenville City and County. The identified areas are 5 minute/ ¼ mile walksheds around key centers of activity that include downtown, urban centers/downtown transition areas, neighborhood main streets, and key medical/institutional facilities.



*Excerpt of the GVL2040 Future Land Use Map showing the subject property classified as Urban Residential and an Area Suitable for Missing Middle Housing*

The requested C-4 zoning designation provides greater residential density and range of commercial uses than envisioned by the comprehensive plan for the area.

Since the adoption of the GVL2040 comprehensive plan, the city conducted a subsequent planning process focused on the area that includes the subject property: the West End Small Area Plan (WESAP). This plan was recommended for approval by Planning Commission in October 2021 and adopted by City Council in November 2021.

Comprehensive plans provide high-level recommendations for land uses citywide but do not provide guidance for development at a parcel or neighborhood level. Subsequent master plans and studies provide more detailed analysis and recommendations for planning and land use decisions. The WESAP provides specific recommendations for land use and design within the study area, which includes the property considered for rezoning here.

Within the adopted Small Area Plan, the area proposed for rezoning is designated as subdistrict WE-24b. Per the *Permitted Use & Dimensional Standards Table* (WESAP pg. 31), this subdistrict allows up to a “Medium Urban Building” with a mix of residential, commercial, office, lodging, recreation, civic, and restaurant uses; see **Exhibit A** of this staff report. Appropriate setbacks, height, streetscape widths, and other design aspects can be found within the plan as well; see **Exhibit B** of this staff report for S. Academy Street.

Staff finds that the requested C-4 zoning district meets the intent of, the adopted WESAP.

If the rezoning to C-4 is approved by City Council, any development upon the property would be subject to review and approval of the Design Review Board - Urban Panel. Per the LMO and the board's By-Laws, the board may take into account any adopted plans, such as the WESAP, in a determination for design appropriateness. While the C-4 designation technically allows for unlimited residential density and height, both the Downtown Design Guidelines and the design provisions of the WESAP would limit the height, mass, scale, and overall potential development in the proposed area.

2. Changed conditions since the original designation: Since the original RDV and RM-2 designation, GVL2040 has been adopted by City Council recognizing a need for missing middle housing and higher density in certain areas of the city to address the affordable housing shortage in the community. The WESAP was adopted as a parcel-specific area plan which recognizes the need for higher density, more

commercial uses, and Medium Urban Buildings for parcels that face S. Academy Street between N. Calhoun Street and McCall Street.

3. Addresses a demonstrated community need: The GVL2040 Comprehensive Plan and the WESAP recognize that certain areas of the City shall allow for greater residential density, better urbanized mixed-use developments to define corridors, and better pedestrian and bicycle infrastructure. As properties within the C-4 zoning district require approval of the DRB-Urban Panel, the Downtown Design Guidelines and design provisions of the WESAP, the City has adopted measures to ensure community needs will be met with any future development.
4. Compatible with surrounding uses: Surrounding uses include a mixture of residential and non-residential. The subject property has contiguity to both single- and multi-family residential, a law firm, Project Host facility, and a church. The area is also within a short walking distance to Unity Park, South Main Street, and a QuikTrip gas station and convenience store.
5. Promotes logical development pattern: The proposed zoning designation would facilitate the development pattern intent envisioned in the WESAP, with allowances for Medium Urban Buildings along South Academy Street. The WESAP promotes an enhanced urban built environment along the corridor, while allowing for residential density necessary to support affordable housing near downtown. The WESAP shows this same development pattern to be allowed along the south side of South Academy Street up to South Leach Street.
6. Will not result in "strip" or ribbon commercial development: No ribbon or strip development is anticipated as a result of the rezone. Any development at the subject location must comply with the applicable standards of the Land Management Ordinance, which include several site design and access requirements that preclude strip and ribbon commercial developments.
7. Will not create an isolated zoning district: Though the property is not adjacent to other C-4 properties, at 2.64 acres, it passes the 2-acre threshold of city policy for spot zoning and is within close proximity to downtown. Staff notes that this would not be the only C-4 enclave in the city as the redeveloped Claussen Bakery and several adjacent parcels are zoned C-4 and are not adjacent to the larger portion of C-4 downtown.
8. Surrounding property values: It is not anticipated this rezone will have a negative effect on surrounding property values. Property values within close proximity to downtown continue to rise as downtown expands.
9. Effect on natural environment: The rezone and subsequent development is not anticipated to have adverse effects to the natural environment. All future development is required to comply with all applicable environmental regulations, including the City's stormwater, site development standards, and recent text amendments regarding stormwater, trees and buffers.
10. Public facilities and services: Public facilities and services are available to the site. The property will remain in the Greenville City Fire District and is approximately 550 ft from a Greenville City Fire Station. The property is already served by Greenville Water with access looped water mains on all adjacent streets. Sewer is already provided by the City of Greenville with access to three sewer mains.

## **Staff Comments**

### **Planning Staff Comments:**

**Recommend:** Approve w/ Comments

**Comments:**

1. The C-4 zoning designation allows for the development intent as expressed in the West End Small Area Plan.
2. In addition to the Downtown Design Guidelines, the DRB-Urban Panel, per the LMO and By-laws, would apply the West End Small Area Plan in its determination of appropriateness for design.
3. If future development includes affordable units, the developer will be asked to enter into an agreement or memorandum of understanding with the Community Development department.

### **Civil Engineer Comments**

**Recommend:** Approve

**Comments:**

Approved with no comments.

### **Environmental Engineer Comments**

No comments

### **Parks & Recreation Comments**

**Comments:**

Reviewed, no comment.

### **Traffic Engineer Comments**

**Recommend:** Approve

**Comments:**

No comments.

### **Fire Department Comments**

**Recommend:** Approve

### **Tree and Landscape Comments**

**Recommend:** Approve w/ Comments

**Comments:**

A tree survey and landscape plan will be required during permitting.

### **City Engineer Comments**

**Recommend:** Approve w/ Comments

**Comments:**

**Z-12-2022**

***Rezone RDV and RM-2 to C-4***

\*1. Application review approval is subject to the applicant satisfying all conditions and requirements of the engineering divisions.

EXHIBIT A

ADOPTED NOVEMBER 2021



Cottage Precinct													General Land Use									
Blocks	Primary Frontage (Minimum Setback)								Building Types*							Residential	Commercial	Office	Lodging	Recreation	Civic	Restaurant
	5 Academy	Leach	Calhoun	Memminger	Perry	Ware	McCall	Watson	A	B	C	D	E	F	G							
WE-19	20'	10'	—	—	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-20	20'	10'	20'	—	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-21	—	10'	20'	—	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-22a	—	10'	20'	—	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-22b	20'	10'	20'	—	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-23	—	—	20'	10'	20'	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-24a	—	—	20'	—	20'	20'	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-24b	20'	—	20'	—	—	20'	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-25	—	—	—	10'	20'	20'	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-26a	—	—	—	—	—	20'	20'	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-26b	20'	—	—	—	—	20'	20'	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-27	—	—	—	—	—	—	20'	20'	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-28a	—	—	—	—	—	—	20'	20'	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-28b	20'	—	—	—	—	—	20'	20'	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-29	—	—	—	—	—	—	—	20'	•	•	•	•	•	•	•	•	•	•	•	•	•	
WE-30	—	—	—	—	—	—	—	—	•	•	•	•	•	•	•	•	•	•	•	•	•	
BUILDING TYPES																						
A	B	C	D	E	F	G																
Small-Scale Residential	Carriage House	Medium-Scale Residential	Small Urban Building	Medium Urban Building	Large Urban Building (with or without integrated parking)	Urban Tower																



## EXHIBIT B

URBAN DESIGN ASSOCIATES

ADOPTED NOVEMBER 2021



5. Academy Street Building frontage east of Markley Street: Modify existing planting strip and sidewalk into Multi-use path and wider planting area



Options showing building and planting to merge



5. Academy Street Building frontage west of Markley Street: Modify existing planting strip and sidewalk to create a deeper planting zone- Approx. 5.57 feet

### Academy Street Building Frontage

To enhance the pedestrian connectivity and create more livable frontage along this busy arterial street, the recommendation in the plan is to create an additional 6' easement adjacent to the existing R.O.W. west of Markley Street with a minimum building setback of 20 feet from the existing R.O.W. This provides space for wider sidewalks, enhanced plantings, and enough depth to create better transitions between the busy arterial street and ground floor residential units.

East of Markley, the additional easement would be converted to a 8' - 12' wide multi-use path linking the neighborhood to the Swamp Rabbit Trail. Building setbacks in this area would be 15' from the edge of the multi-use path.



Key Plan

**Office Use Only:**Application# \_\_\_\_\_ Fees Paid \_\_\_\_\_  
Date Received \_\_\_\_\_ Accepted By \_\_\_\_\_  
Date Complete \_\_\_\_\_ App Deny Conditions \_\_\_\_\_**APPLICATION FOR REZONE - BASIC**

Contact Planning &amp; Development (864) 467-4476

**APPLICANT/OWNER INFORMATION**

\*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	SCAP Ware, LLC	SCAP Ware, LLC
*Title:	Owner	NV, LLC
*Address:	16 Wellington Ave	20 Juneberry Court
*State:	South Carolina	South Carolina
*Zip:	29609	Greer
*Phone:	864-527-5582	864-527-6035
*Email:	info@saintcapsc.com	

**PROPERTY INFORMATION**

\*STREET ADDRESS See Attached "Exhibit A" \_\_\_\_\_

\*TAX MAP #(S) See Attached "Exhibit A" \_\_\_\_\_

\*DEED BOOK/PAGE See Attached "Exhibit A" \_\_\_\_\_

\*CURRENT ZONING DESIGNINATION RDV and R-M2 \_\_\_\_\_

\*PROPOSED ZONING DESIGNINATION C-4 \_\_\_\_\_

\*TOTAL ACREAGE 2.64 Acres \_\_\_\_\_

**INSTRUCTIONS**

1. The applicant is encouraged to schedule a preapplication conference at least one (1) month prior to the scheduled submission deadline. At this time, the applicant may also be encouraged to schedule a sufficiency review one (1) to two (2) weeks prior to the scheduled submission deadline to allow staff review of the application. Call (864) 467-4476 to schedule an appointment.

PREAPPLICATION MEETING DATE July 12, 2022

2. If the application includes more than one (1) parcel and/or more than one (1) owner, the applicant must provide the appropriate deed book/page references, tax parcel numbers, and owner signatures as an attachment.
3. If the application is to designate a portion of a property within this Zoning Map Amendment request, otherwise described by deed, a survey and legal description of the parcel reflecting the requested designation(s) by courses and distances must be included in the submittal package.
4. In addition to the Zoning Map Amendment required documents, as set forth in **Sections 19-2.3.2, Amendments to Text and Zoning District Map**, the applicant/owner must respond to the "Standards" questions on page 3 of this application. A separate sheet may be attached to address these questions.
5. All applications and fees (made payable to the City of Greenville) for designation as a Zoning Map Amendment must be received by the planning and development office no later than 2:00 pm of the date reflected on the attached schedule.

A. Zoning Map Amendment

\$550.00 – public hearing required

6. Staff will review the application for "sufficiency" pursuant to Section 19-2.2.6, Determination of Sufficiency. If the application is deemed insufficient, staff will notify the applicant and request that the application be revised and resubmitted to address insufficiency comments. In this event, the item will be postponed to a subsequent regularly scheduled planning commission meeting.
7. Please refer to **Section 19-2.3.2, Amendments to Text and Zoning District Map** for additional information.
8. **Public Notice Requirements.** Zoning Map Amendment applications require a planning commission public hearing. The applicant is responsible for sign posting the subject property at least 15 days (but no more than 18 days) prior to the scheduled hearing date.

Zoning Map Amendment applications also require a developer-led neighborhood meeting, which is to be held at least eight (8) days prior to the scheduled planning commission hearing (Sec. 19-2.2.4, Neighborhood meetings). See *Instructions for Organizing a Developer-Led Neighborhood Meeting* for more information.

Upon planning commission recommendation, the application item will be scheduled for city council hearing.

(To be filled out at time of application submittal)

☒ Public Hearing signs are acknowledged as received by the applicant

☒ Instructions for Organizing a Developer-Led Neighborhood Meeting are acknowledged as received by the applicant

**\*APPLICANT SIGNATURE**

*R. H.*

9. **Please verify that all required information is reflected on the plan(s), and submit one (1) paper copy and one (1) electronic version of the application submittal package.**
10. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived, then the planning office will indicate in its report to the planning commission that granting the requested change would not likely result in the benefit the applicant seeks.

Furthermore, my signature (applicant) indicates that I understand and consent that this matter will appear before the Planning Commission for consideration and that any recommendation, for approval or denial, by the Planning Commission will be presented to the City Council at their next regularly scheduled meeting to be held on the fourth Monday of the month following the Planning Commission meeting in which the matter was heard.

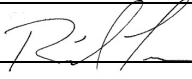
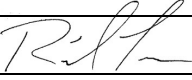
*R. H.*

**\*APPLICANT SIGNATURE**

06/23/2022

DATE

11. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application **is** \_\_\_\_ or **is not** ☒ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

<b>*Signatures</b>	
Applicant	
Date	6/23/2022
Property Owner/Authorized Agent	
Date	6/23/2022

**SUPPORTING INFORMATION – STANDARDS QUESTIONS**

**Applicant response to Section 19-2.3.2 (E)(2), Amendments to Zoning District Map**

***(Please attach separate sheet if additional space is need)***

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED ZONING DESIGNATION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

See Attachment

2. DESCRIBE THE CONDITIONS THAT HAVE CHANGED FROM CONDITIONS PREVAILING AT THE TIME THAT THE ORIGINAL DESIGNATION WAS ADOPTED.

See Attachment

3. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT ADDRESSES A DEMONSTRATED COMMUNITY NEED.

See Attachment

4. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT IS COMPATIBLE WITH EXISTING AND PROPOSED USES SURROUNDING THE SUBJECT LAND AND IS THE APPROPRIATE ZONING DISTRICT FOR THE LAND.

See Attachment

5. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT PROMOTES A LOGICAL AND ORDERLY DEVELOPMENT PATTERN.

See Attachment

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6. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN UNDESIRABLE STRIP OR RIBBON COMMERCIAL DEVELOPMENT.

See Attachment

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7. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN THE CREATION OF AN INAPPROPRIATELY ISOLATED ZONING DISTRICT UNRELATED TO ADJACENT AND SURROUNDING ZONING DISTRICTS.

See Attachment

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8. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN SIGNIFICANT ADVERSE IMPACTS ON THE PROPERTY VALUES OF SURROUNDING LANDS.

See Attachment

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9. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN DETRIMENTAL IMPACTS ON THE NATURAL ENVIRONMENT AND ITS ECOLOGY, INCLUDING BUT NOT LIMITED TO: WATER; AIR; NOISE; STORMWATER MANAGEMENT; WILDLIFE; VEGETATION; AND, WETLANDS.

See Attachment

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10. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL RESULT IN DEVELOPMENT THAT IS ADEQUATELY SERVED BY PUBLIC FACILITIES AND SERVICES (ROADS, POTABLE WATER, SEWERAGE, SCHOOLS, PARKS, POLICE, FIRE, AND EMERGENCY FACILITIES).

See Attachment

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**1. DESCRIBE THE WAYS IN WHICH THE PROPOSED ZONING DESIGNATION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.**

The proposed zoning of the current redevelopment district (RDV) Site is consistent with the comprehensive plan because it extends the Academy corridor, and it allows for the further creation of nodes along with the continued growth of the Academy corridor. The proposed zoning would allow for an increased, yet appropriate density that would allow for more affordable housing near downtown and Unity Park. The GVL 2040 plan calls for at least 10% of new housing be income-restricted, and this zoning would allow for the project to provide 20-25% of the units as income-restricted/affordable.

The proposed zoning would align with the GVL 2040 plan and its community values: Enterprising & Courageous - The development of downtown Greenville has been shaped by entrepreneurs and city officials taking courageous risks and action to improve the city and create the Greenville we have today. The proposed rezoning allows for the future development to take on a similar entrepreneurial endeavor to create the opportunity for strategic infill that promotes a diversity of income, walkability, and a sense of community all within walking distance to downtown and Main Street. The proposed rezoning would allow for the site to maximize its potential along one of downtown's most significant corridors and serve as a gateway into downtown from the west.

**2. DESCRIBE THE CONDITIONS THAT HAVE CHANGED FROM CONDITIONS PREVAILING AT THE TIME THAT THE ORIGINAL DESIGNATION WAS ADOPTED.**

Downtown Greenville continues to extend, and the proposed rezoning from RDV will encompass the goal of preserving downtown Greenville as the City's center. This proposed rezoning falls in line with accommodating a unique, high intensity mix of residential, commercial, and retail uses. The growth of Greenville along Academy shows a natural progression of how Greenville wants to grow towards the west and other development nodes in the West End and Village of West Greenville.

**3. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT ADDRESSES A DEMONSTRATED COMMUNITY NEED.**

There is a significant need for affordable housing options, especially within walking distance to downtown and Unity Park. The proposed zoning would allow for more affordable housing and also create neighborhood retail and commercial that would allow for more walkability and job creation. There is a definite need for a mix of residential, commercial, and retail in this growing area of Greenville, and this proposed zoning would allow for a greater flexibility of use to contain more structure in a higher density area.

**4. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT IS COMPATIBLE WITH EXISTING AND PROPOSED USES SURROUNDING THE SUBJECT LAND AND IS THE APPROPRIATE ZONING DISTRICT FOR THE LAND.**

The proposed zoning is appropriate given the site's location on a major corridor that connects downtown with the West End and Unity Park. The site is surrounded by other commercial uses and parcels zoned RDV and C-2. These zonings promote redevelopment, and the proposed zoning would create more incentive for other sites to redevelopment and further the growth along the corridor.

**5. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT PROMOTES A LOGICAL AND ORDERLY DEVELOPMENT PATTERN.**

The proposed zoning would allow for larger commercial and residential density along one of Greenville's most active corridors. The GVL 2040 plan calls for the development of nodes around the downtown core that are connected by corridors. These corridors would have mixed-uses and urban form similar to the nodes and provide access to public transportation options and affordable housing. The proposed zoning allows for the growth of the Academy/HWY 123 corridor and helps connect the West End to Unity Park and the Village of West Greenville.

**6. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN UNDESIRABLE STRIP OR RIBBON COMMERCIAL DEVELOPMENT.**

The proposed zoning will allow for a mixed-use of commercial, retail, and residential (including affordable housing). The zoning would allow for larger and more urban type structures along a major corridor, while having less density and more traditional neighborhood forms and residential uses and the project moves more into the existing neighborhood fabric.

**7. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN THE CREATION OF AN INAPPROPRIATELY ISOLATED ZONING DISTRICT UNRELATED TO ADJACENT AND SURROUNDING ZONING DISTRICTS.**

The proposed zoning will not create an isolated zoning district as it works to connect downtown with other development nodes and Unity Park. The site is also surrounded by other similar commercial uses and parcels zoned RDV that will overtime redevelop to further the growth along the existing major corridor and strengthen the connection between downtown and these other neighborhood nodes.

**8. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN SIGNIFICANT ADVERSE IMPACTS ON THE PROPERTY VALUES OF SURROUNDING LANDS.**

The proposed zoning would allow for the creation of a mixed-use development that would feature neighborhood retail and commercial spaces. The project would also improve the walkability of sidewalks along public streets and within the site that would make the neighborhood safer, more walkable, and sustainable. All these design features would create a value-add to the existing neighborhood by strengthening community bonds, providing safer access to public transportation and Unity Park, and providing access to neighborhood retail/commercial services.

**9. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL NOT RESULT IN DETRIMENTAL IMPACTS ON THE NATURAL ENVIRONMENT AND ITS ECOLOGY, INCLUDING BUT NOT LIMITED TO: WATER; AIR; NOISE; STORMWATER MANAGEMENT; WILDLIFE; VEGETATION; AND, WETLANDS.**

The proposed zoning would allow for more usable greenspace and walkability. These areas would be heavily planted and landscaped to create a new tree canopy that would serve the neighborhood for many years to come. The current condition of the site consists of either low density housing, a large overgrown bamboo forest that harbors pests, rodents and encampments and a large vacant commercial building. The proposed zoning would allow for a project that would redevelop the parcels landscape and create both passive and active open

space areas that would promote safer walkability and access to Unity Park and the neighborhood retail and commercial uses. The project would comply with city standards for tree care/removal and stormwater management.

**10. DESCRIBE THE WAYS IN WHICH THE PROPOSED AMENDMENT WILL RESULT IN DEVELOPMENT THAT IS ADEQUATELY SERVED BY PUBLIC FACILITIES AND SERVICES (ROADS, POTABLE WATER, SEWERAGE, SCHOOLS, PARKS, POLICE, FIRE, AND EMERGENCY FACILITIES).**

The proposed zoning and development would be designed to be served by existing public facilities and services and not create a negative impact on any existing areas currently served. The project would also eliminate the dead-end condition at the end of Ware St and create easier access for fire, police, and typical daily vehicular travel. The site is also within a 1/4 mile of the new \$60M Unity Park and would create better and safer access for pedestrian traffic to the park.



Property(s): McCall St, 605 Academy St  
Tax Map Numbers: 0079000201401, 0079000101500

### **AUTHORIZATION TO REZONE**

RE: NAVEEN R. SAXENA OF NV, LLC  
Authorization to rezone McCall Street with TMS 0079000201401 and 605 Academy St with TMS:  
0079000101500

STATE OF SOUTH CAROLINA  
COUNTY OF GREENVILLE

1. NAVEEN R. SAXENA OF NV, LLC, authorize Richard Jackson of SCAP Ware, LLC to rezone the parcels located at McCall Street with TMS 0079000201401 and 605 Academy St with TMS: 0079000101500 from its current zoning classification of RDV to C-4.

I declare under penalty of perjury under the laws of the State of South Carolina that the foregoing is true and correct.

  
\_\_\_\_\_  
NAVEEN R. SAXENA OF NV, LLC

7.14.22

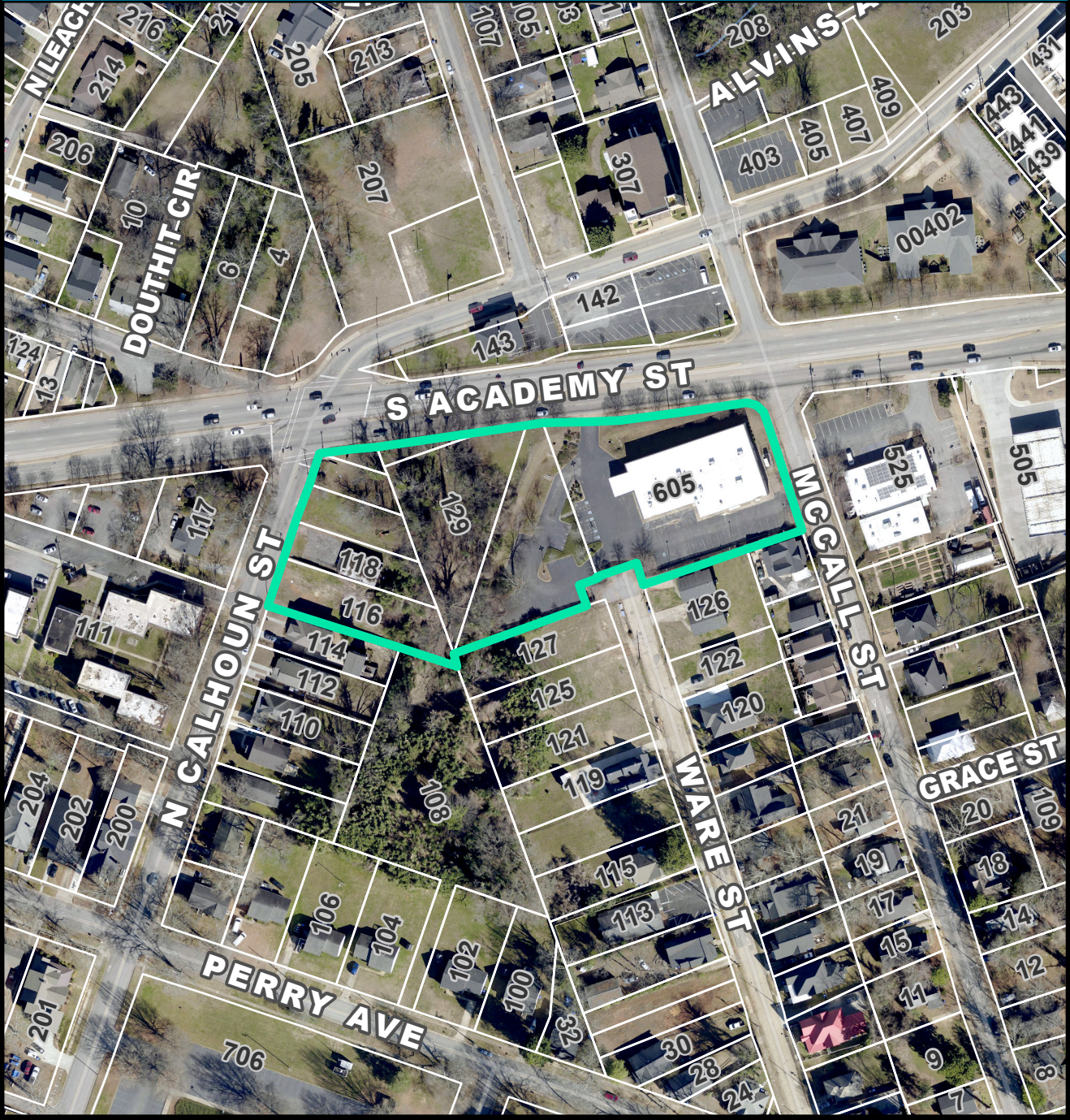
**EXHIBIT A**  
**PARCEL AND PROPERTY OWNER INFORMATION**

Street Address	Parcel ID	Deed Book/Page	Current Zoning Designation	Total Acreage	Owner
116 Calhoun St	0079000202800	2607/1217	R-M2	0.29	SCAP Ware LLC
118 Calhoun St	0079000202700	2707/1217	RDV	0.19	SCAP Ware LLC
120 Calhoun St	0079000202600	2607/1216	RDV	0.16	SCAP Ware, LLC
122 Calhoun St	0079000202501	2626/4702	RDV	0.094	SCAP Ware LLC
Calhoun St	0079000202500	2607/1217	RDV	0.04	SCAP Ware LLC
Academy St	0079000201900	2607/1217	RDV	0.04	SCAP Ware, LLC
129 Academy St	0079000201400	2607/1217	RDV	0.5	SCAP Ware LLC
McCall St	0079000201401	2484/4168	RDV	0.544	NV LLC
605 Academy St	0079000101500	2484/4168	RDV	1.073	NV LLC

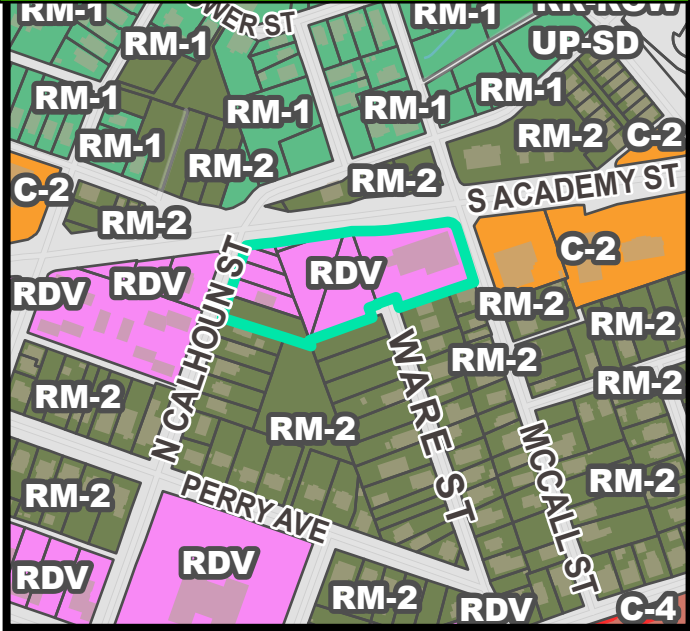


**Z-12-2022 (PZ-22-522) • N. CALHOUN STREET, S. ACADEMY STREET, WARE STREET, AND MCCALL STREET**

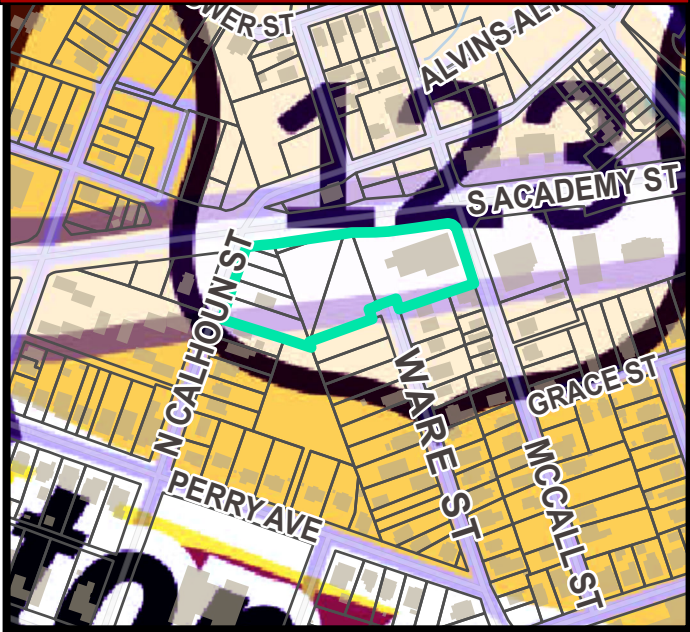
**AERIAL VIEW**



**CURRENT ZONING**

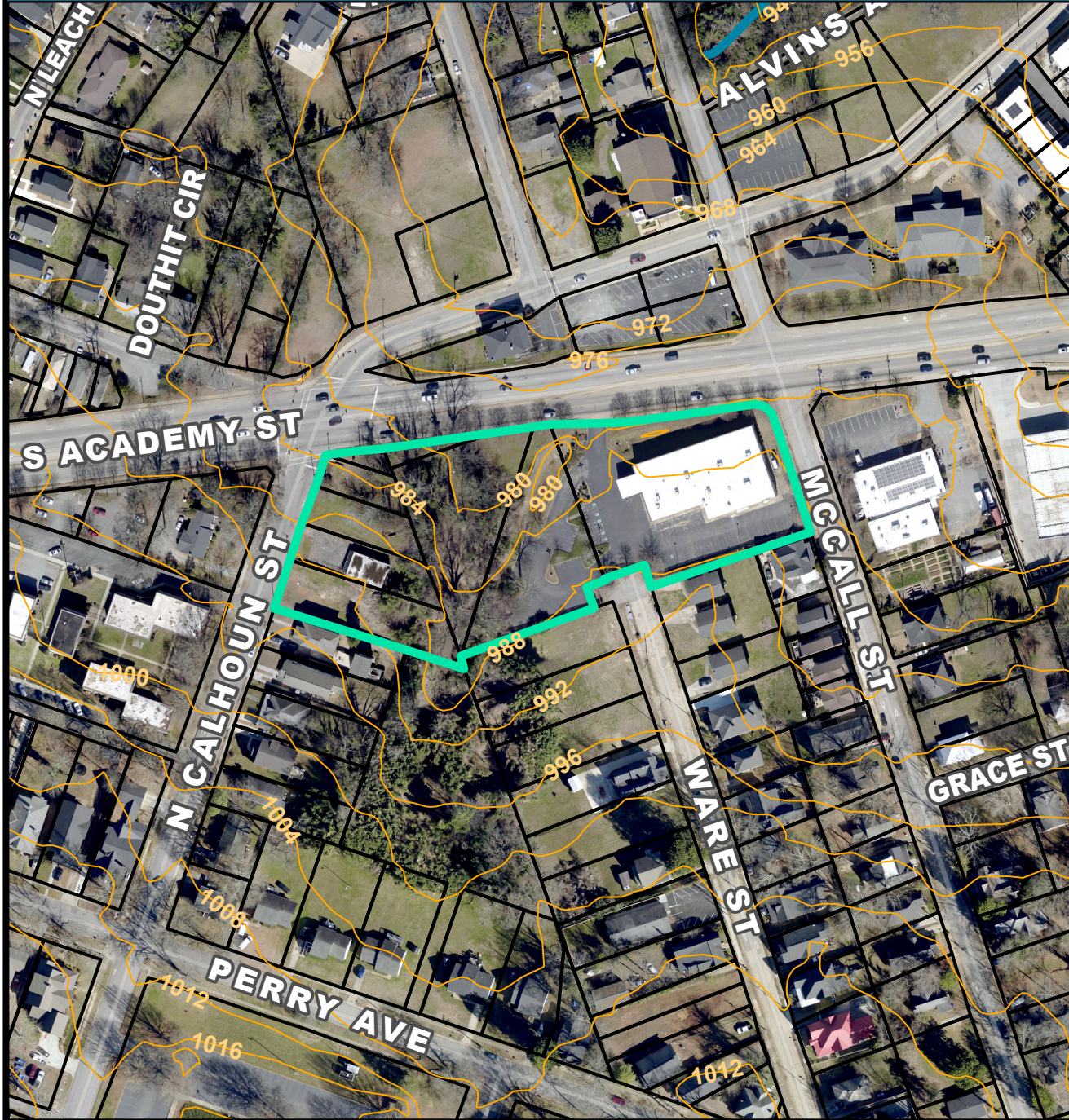


**FUTURE LAND USE**





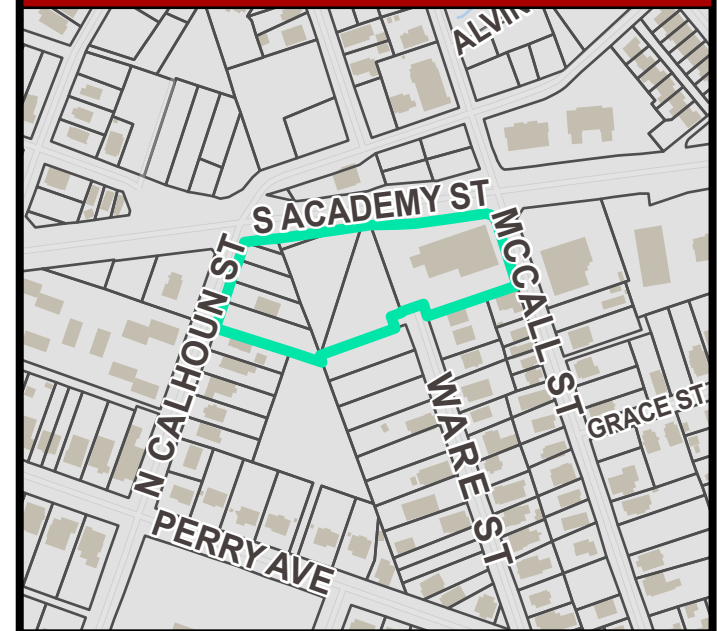
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS

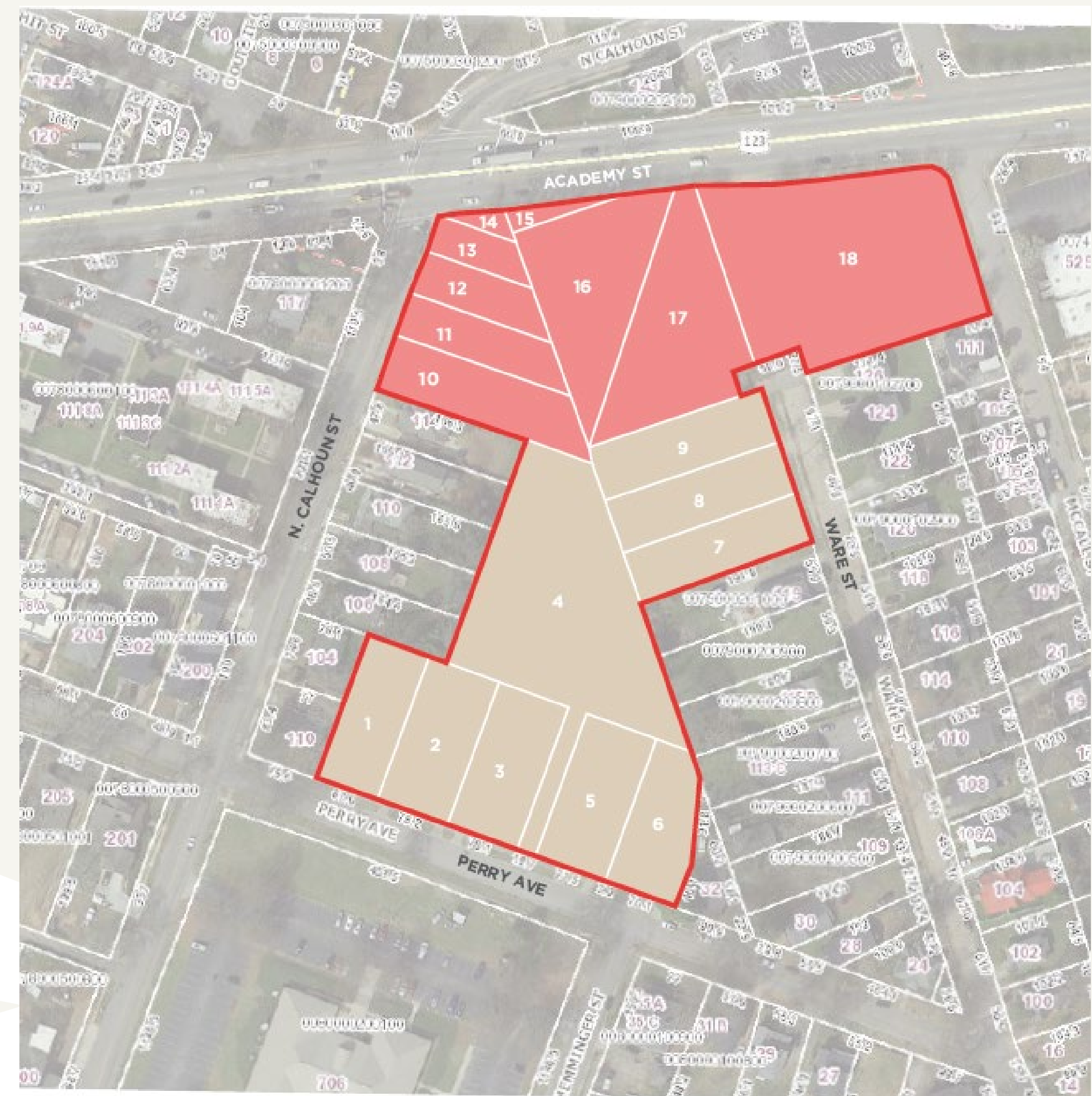
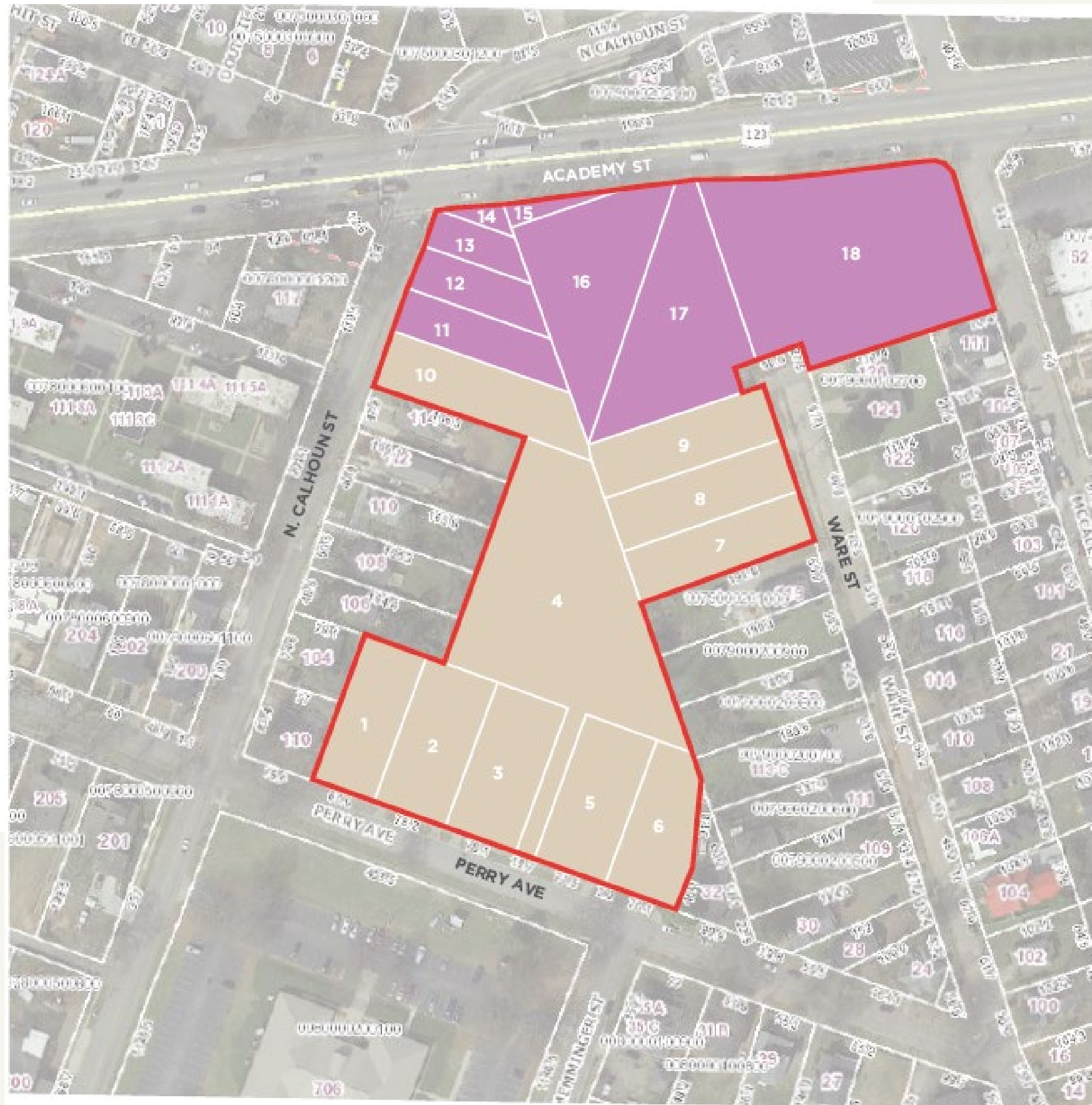


PRESERVATION OVERLAYS





# Proposed Rezoning



FOR ILLUSTRATIVE PURPOSES ONLY

Neighborhood Meeting, Tuesday, July 12, 2022:

1. Rezoning and Development Process:

- **What is the difference between RDV and C-4?**
  - The developer was asked to explain the key differences between RDV and C-4 zoning as it applies to this particular project. The developer explained the current RDV zoning creates the ability to develop a more commercial/retail site but does not allow that same footprint to be used for residential purchases. Specifically, the developer pointed out the possibility that RDV zoning allows for a 100-unit hotel but RDV residential zoning would limit that same footprint to only 20 residential units per acre.
- **Why does Mosaic want to rezone these parcels to C-4?**
  - The Developer explained one of the key considerations for requesting this rezoning was to create more opportunity to increase the total number of residential units without drastically altering the site plan as currently shown. In doing so, Saint Capital intends to create affordability opportunities on the commercial site where a percentage of the units will be rent controlled. The increase in total residential units will then increase the total number of rent controlled/affordable units in the community.
- **Why not rezone under a PD?**
  - This question was asked of the developer but also Staff. The developer explained they were not looking to move forward with Planned Development as the process is too onerous and the C-4 zoning allows for the community to be developed in such a way the City has additional avenues to review (via DRB) the proposed project while also not creating a hardship on the developer often caused by PD projects.
  - Staff also addressed this question and indicated the City's overall position that PD's are meant for projects where the Cities code and current zoning may not allow for a particular project but in this instance, PD would not be an appropriate rezoning for this site in order to achieve the stated project goals.

2. What are the problems with RDV?

- What is the city's position on RDV moving forward?
  - The developer explained its position that RDV zonings while intended to spur redevelopment, have done the opposite. Instead, many RDV sites need to be rezoned prior to a redevelopment project moving forward. While the intent of RDV was clear, the unintended consequences of limiting residential units has made it problematic to develop mixed use sites in line with the City's vision for future development in Greenville. Due to the residential restrictions, developers are placed in a difficult position of wanting to increase the supply of residential units but being unable to do so do to the density restrictions. Instead, developers are left with producing more retail, commercial, than desired to make up for the loss in residential units or rezoning the site.

### 3. Questions regarding C-4 zoning

- What are the uses for remaining commercial?
  - Many of the questions focused on planned commercial uses if rezoned to C-4. Saint Capital's desire is to incorporate a food hall into the first floor of the building planned along Academy. The additional commercial units will be a mix of live/work units, retail, and office above the first floor.
  - The building on McCall and Academy will then be transitioned into a residential building with the possibility of additional commercial/retail or additional live/work units on the ground floor.
- What does the affordability look like?
  - Saint Capital intends to create rent restrictions for 20-25% of the community as a whole (townhome and commercial C-4 site). In order to do so, increasing the total number of residential units from what is currently available is a necessary first step.
  - The rent restrictions would start with residents making 80% AMI down to 60% AMI. Additionally, Saint Capital and the Greenville Housing Fund are exploring ways to allow vouchers to be used for residents making less than 60% AMI.
- What about rental vs. Ownership
  - The Commercial site will be a multi-family rental community. The bifurcation of the site into a commercial multifamily along Academy and the townhome site along Perry will create the possibility of future home ownership within the townhome community at a later date. As Saint Capital and the Greenville Housing Fund intend to own the site for the foreseeable future, the pathway to future home ownership won't be addressed until after the community is completed.
- Would there be night clubs allowed?
  - One concerning use was if night clubs.
    - Developer explained they have no intention of utilizing the commercial site for a night club. Additionally, Staff explained night clubs and other entertainment uses would need to go through additional approvals and in some cases would need special exception permits if that use was proposed at this site.
    - The developer reiterated it does not have an intent to use the commercial space for night clubs or related uses.
- What about the traffic into the site?
  - The topic of traffic was raised by attendees at the meeting. The developer explained the site has three entrances and exits. Two are off state roads (Calhoun and Academy). Additionally, the townhome site's internal drive doesn't connect internally to the commercial site which is a design intended to reduce additional traffic along Perry.
  - A traffic study was previously done on this site during the PD process and an updated traffic study would likely be done as part of the approval process with DRB once the rezoning was completed.

- Parking deck questions

- Would the parking deck be screened?
  - The developer explained the parking deck would be screened by both building structures and additional screening to limit the visibility of the deck. Additionally, the parking deck is not located on Academy but instead is internal to the site in order to both funnel traffic into the site more easily and to create more ways to screen the site.
- Location of the parking deck?
  - Previous iterations of the PD planned showed a parking structure next to a single-family home. The developer explained the increase in the site's total acreage and commercial use allows for the parking deck to be internal to the site and is no longer adjacent to a single-family home as shown in past PD plans for the project.
- Parking as it relates to the site
  - A number of questions concerned parking and the potential for increased street parking. The developer explained the site has always been designed to be able to accommodate its parking requirements internally where it does not rely on the use of street parking to meet its parking requirements.



**Perry Ave-Subdivision Neighborhood Meeting -7.12.2022**

<b><u>Name</u></b>	
Richard Jackson	
Michael McNinch	
Jared Moore	
Austin Rutherford	
Suzanne Woolf	
Diane Keller	
Joy Messner	
Lois Ordway	
Bryan De Bruin	
Jenny Reyes	
Cheryl Jenkins	
Mike Jenkins	
Andrea Smith	
Alfreda parks	
Teresa Helms	